



*Wild, Natural & Sustainable®*

Alaska Seafood Marketing Institute  
All Hands on Deck Meetings  
October 20-23, 2015  
Anchorage, AK  
Draft Agenda

**Tuesday, October 20, 2015 – APICDA offices located at 717 K St. Anchorage, AK**

11:00 AM Responsible Fisheries Management Committee (RFM) – lunch provided

**Wednesday, October 21, 2015 - all meetings will take place at the Egan Center in the Summit Hall**

**7:30 – 8:45 AM Breakfast buffet is provided at both the Captain Cook in the Endeavor Room and the Marriott in the Kenai Room.**

**General Session – Room 3**

For those unable to attend in person, audio will be available by calling the following:  
Call in number: 800-315-6338 Alternate Call in number: +1-913-904-9376 Access Code: 05684

9:00 AM Welcome and Introduction (Ray Riutta) - Room 3

9:10 AM Fisheries update (Andy Wink)

9:40 AM Retail Marketing Program (Larry Andrews)

10:00 AM Foodservice Marketing Program (Claudia Hogue)

10:20 AM Consumer AD/PR (Edelman)

10:40 AM Communications Program (Tyson Fick)

11:00 AM International Marketing Program (Alexa Tonkovich)

11:20 AM Sustainability Program (Susan Marks)

12:00 PM Lunch (provided) – Room 3

1:00 PM Global Food Aid (Bruce Schactler) - Room 3

1:20 PM Alaska State Budget Update (McDowell Group)

1:40 PM ASMI Budget Update (Becky Monagle)

2:10 PM Break

2:30 PM Species Committee meetings:

Salmon Committee – Room 5

Halibut/Sablefish Committee – Room 8

Whitefish Committee – Room 6

Shellfish Committee – Room 7

**Wednesday, October 21, 2015 – continued**

5:30 PM Species Committee Chair Recap (Deb Tempel) – *Spurr Room*

Welcome Reception – The Boardroom, 601 W 5<sup>th</sup> Ave

**Thursday, October 22, 2015 - all meetings will take place at the Egan Center in the Summit Hall**

**7:30 – 8:45 AM Breakfast buffet is provided at both the Captain Cook in the Endeavor Room and the Marriott in the Kenai Room.**

**Committee Meetings**

9:00 AM All Committee Chair meeting – *Room 3*  
Species committee chairs report out on key points from their committees and items for operational committees to consider; open to all.

10:00 AM Operational Committee meetings

Joint Foodservice, Retail, and Communications Committee\* - *Room 5*

International Marketing Committee - *Room 4*

Seafood Technical Committee – *Room 7*

12:00 PM Lunch (provided) – *Room 3*  
Guest Speaker - Lt. Governor Byron Mallott

1:00 PM Continue Operational Committee meetings:

Retail Committee – *Room 6*

Foodservice Committee – *Room 5*

International Marketing Committee – *Room 4*

Seafood Technical Committee – *Room 7*

4:30 PM Operational Committee Chair Recap (Deb Tempel) – *Spurr Room*

5:00 PM Adjourn for the day

Dinner on your own

ASMI Board of Directors will hold an executive session to discuss out year budget and ASMI Strategic Plan, 10:00 AM – 12:00 PM and 1:00 PM – 3:00 PM – *O'Malley Room*

\*Note: Joint Foodservice, Retail, and Communications committee meeting will be held at 10:00 AM. Once completed Foodservice and Retail committees will break up into individual meetings.

Call in information for species and operational committee meetings are available on the individual meeting agendas. If you are having trouble connecting, please call Lisa Martinson in the ASMI Seattle office at 206-352-8920.

**Friday, October 23, 2015 - all meetings will take place at the Egan Center in the Summit Hall**

**7:30 – 8:45 AM Breakfast buffet is provided at both the Captain Cook in the Endeavor Room and the Marriott in the Kenai Room.**

**Board Meeting – Room 4**

**Call in information**

Call in number: 800-315-6338 Alternate call in number: +1-913-904-9376 Access Code: 05684

- 9:00 AM Welcome by ASMI Chairman  
Roll Call  
Approval of Agenda  
Approval of minutes from July 7<sup>th</sup> and July 28<sup>th</sup> Board of Directors meetings  
Chairman Comments  
Public Comment
- 9:30 AM Executive Director update (Ray Riutta)
- 10:00 AM ASMI Report Card (Andy Wink)
- 10:30 AM Operational Committee reports
- International Marketing Committee (Jeff Stephan)
  - Foodservice Committee (Jennifer Castle)
  - Seafood Technical Committee (Hart Schwarzenbach)
  - Retail Committee (Tom Sunderland)
  - Responsible Fisheries Management (Larry Cotter)
- 11:30 AM Executive Session:
- Committee Selection/Reappointments discussion  
(Actual committee appointments will be made in New business)
- 12:00 PM Lunch (provided) – Room 3
- 1:00 PM Reconvene in open session – Room 4
- ASMI Budget update (Becky Monagle)
- 1:30 PM Old business:
- 1:45 PM New business
- Changes to bylaws and policies and procedures re: ex-officio and committee travel
  - RFM Program approvals
  - Guidance to staff on FY17 budget and marketing strategies and FY16 marketing plans
  - Appoint/reappoint committee members
  - Set dates and locations for the following:
    1. Spring Budget Board of Directors meeting
    2. Customer Advisory Panel and Board of Directors meeting
    3. 2016 All Hands on Deck meeting
- 4:30 PM Adjourn

Please note that all meeting times are in AKDT